

ABSTRACT

A method and system for using a computer to gather information of an end user's visits to web pages and the duration and date of each visit, and then pairing this data with the user's demographic data. The method and system include the steps of monitoring the web pages the end user visits; recording the duration and date of each visit to a web page; and saving the recorded information in the end user's computer. The method and system further include the steps of providing a data processing computer for storing demographic data of the end user; storing the end user's demographic data in the data processing computer; uploading upon selective operation by the end user's computer in one direction from the end user's computer to the data processing computer, the duration and date of visit information saved to the end user's computer; matching the information uploaded with the end user's demographic data; collating based on the end user's demographic information, the information resulting from the previous step, and saving this information in the data processing computer. The above steps are then repeated for more than one end user.